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## REVLON

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Revlon doesn't only care about women's looks; we care about women's lives.

Revlon, one of the world's leading cosmetic companies, is committed to women's health, especially the battle against cancer. Revlon and its Chairman Ronald O. Perelman have championed women's health by devoting financial and employee resources in support of medical research programs, physician training, clinical care, as well as education and awareness initiatives. Since 1990, Revlon has given over \$60 million toward these programs.

With a major gift from Ronald Perelman in 1990, the Revlon/UCLA Women's Cancer Research Program was founded to support the work of Dr. Dennis Slamon. Focused on breast and ovarian cancers, the Program has supported research on more effective and less toxic treatments for these diseases, including the development and FDA approval -- years ahead of schedule -- of Herceptin®, a therapy targeted at a specific subtype of breast cancer. This treatment is now available worldwide to women with metastatic, as well as early forms of the disease.

In 1993, the Entertainment Industry Foundation (EIF), Ronald Perelman and Lilly Tartikoff came together to found the Revlon Run/Walk for Women. This event has grown into the nation's largest 5K fundraiser for women challenged with breast and ovarian cancer. Each year around Mother's Day, some 100,000 men, women and children join with music and film stars to participate in Revlon Run/Walks in Los Angeles and New York City. They are supported by a host of corporate sponsors and by pledges received by individual participants from family, friends and co-workers. The Revlon Run/Walk has raised more than \$50 million for women's cancer research, education and support programs.

The Revlon Run/Walks also support the Community/UCLA Oncology Research Network, which is responsible for evaluating new and innovative approaches to women's cancers and making them available to patients at community medical offices. It has become one of the most effective and successful clinical research networks in the country.

Ronald O. Perelman and Revlon are proud to extend their commitment to the battle against this disease by supporting Stand Up To Cancer.